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### FBIS Celebrates 60 Years of Outstanding Achievement



On April 27, at Headquarters, senior Agency Officials joined past and present officers of the Foreign Broadcast Information Service (FBIS) to honor FBIS's distinguished history with a Meritorious Unit Citation. Earlier in the week Deputy Director of Central Intelligence John McLaughlin hosted a dinner honoring the 60-year relationship between FBIS and the British Broadcasting Corporation Monitoring (BBCM) service.

Guests at the dinner included the Director and Deputy Director of BBC Monitoring, senior Agency officials, Chairman of the House Permanent Select Committee on Intelligence Porter Goss, and the FBIS Corporate Board. Speakers included DDCI McLaughlin, Director BBCM Andrew Hills, DDS&T Joanne Isham, and FBIS Director

~~(U)~~ D/FBIS Regina Genton and  
DCI George Tenet welcome FBIS  
60th Anniversary attendees.

Regina Genton.

At the Meritorious Unit Citation ceremony Isham paid tribute to FBIS as the "foremost open-source authority in the US Government," adding that its vast range of products—covering virtually every part of the world—consistently enrich analysis, operations, and policymaking. "Open-source has been called the indispensable source," Isham concluded, "making the expertise of FBIS indispensable as well."

In his keynote address, DCI George Tenet said that "For three generations, FBIS has helped to frame decisionmakers' understanding of the world in which we live." The examples Tenet gave of major FBIS successes spanned six decades.

Tenet closed by underscoring the complexity of the challenges and the extraordinary opportunity facing open source and by reiterating his confidence that the men and women of FBIS—under the leadership of their new Director, Regina Genton—will meet them.

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~~(U)~~ DDS&T Joanne Isham

~~(U)~~ D/FBIS Regina Genton

## ~~(U)~~ Remarks by DCI Tenet at the Presentation of a Meritorious Unit Citation to the Foreign Broadcast Information Service on April 27



(U) DCI George Tenet

~~(U//FOUO)~~ I want to start by adding my own welcome and appreciation to each of you for being here this morning. This is a great day for the Foreign Broadcast Information Service—and a great day for CIA. I am honored to be here and pleased that I can participate in a well-deserved tribute to a truly remarkable organization.

~~(U//FOUO)~~ I know that there is a reception to follow, and that some of you may be painfully aware that lunchtime is near. But I ask your indulgence for the next few minutes because there are several important points we should keep in mind today, and I want to take some time to sketch them for you as I see them.

~~(U//FOUO)~~ I really have two tasks. The first is the reason we are here. To celebrate the rich history and accomplishments of an organization that was on the scene before CIA was

formed—and to provide as part of that celebration a tangible recognition of FBIS's record of excellence and achievement.

(U//~~FOUO~~) But my second task is at least equally important. And that is to talk about the future of the open source mission, and this office that has given the nation such extraordinary service. Make no mistake, I expect FBIS to build a record in the next 60 years that is every bit as distinguished as the one we honor today.

(U//~~FOUO~~) What I mean is that open source intelligence must be seen as an essential part of CIA's and the Intelligence Community's work for as far into the future as the mind can see. The opportunities offered by the phenomenal growth and availability of open information are simply unprecedented, and it is our duty to seize them.

*DDS&T Joanne Isham introducing DCI Tenet at the Meritorious Unit Citation ceremony in the Agency Awards Suite.*

(U//~~FOUO~~) It has become a cliché to say that we have moved from the Industrial Age to the Information Age. Some observers say that we have already moved beyond the Information Age to the Internet Age— notwithstanding recent dot-com performance. I will leave it to the historians to sort out the naming of the Ages, but I do know that the ability to reach into the vast landscape of openly available information that lies before us, and put what we find there to our advantage, is critical for our future success.

(U//~~FOUO~~) We cannot be an effective intelligence enterprise—we cannot deliver the intelligence that the President and those we serve expect from us—without a robust and highly expert capability to exploit open sources. This is a capability—embodied in FBIS—that we must preserve and expand.

*DCI Tenet presenting the Meritorious Unit Citation to Director FBIS Regina Genton.*

(U//~~FOUO~~) I said that my first task was to celebrate the history of FBIS. Let me turn to that task now and, like a slightly older and somewhat grayer and taller Michael J. Fox, I will get back to the future in a moment.

(U//~~FOUO~~) FBIS has served as the US Government's premier provider of critical open source intelligence for more than 60 years. Though much has changed since FBIS monitored its first German and Japanese radio broadcasts in the darkening days of 1941, it has held steadfast in its mission.

(U//~~FOUO~~) For three generations, FBIS has helped to frame decisionmakers' understanding of the world in which we live. Presidents, Cabinet members, military leaders, and countless policy and intelligence officers have relied on FBIS to add context and insight into the most significant events affecting the United States.

- It was FBIS that reported Italy's declaration of war against the United States in December 1941—ahead of the wire services.

- It was an FBIS officer on watch in the early 1950's who noted unusual behavior by Radio Beijing, and then captured the initial invitation to Matthew Ridgeway to meet in Panmunjom to discuss terms for ending the Korean Conflict. No other monitoring agency copied this broadcast, and the transcription was placed in Ridgeway's hands within 45 minutes of broadcast.

- It was FBIS that provided Washington the first report that war had broken out between Israel and Egypt in 1967.

- It was FBIS, with its long-time partners in the British Broadcasting Corporation's Monitoring Service, that throughout the Cold War broke the news when a Soviet leader passed from the scene. With Brezhnev, Andropov, and Chernenko going in relatively quick succession, FBIS and BBCM had their coverage down to a science—and quickly passed on the news to policymakers concerned with the implications of a change at the top of the Politburo.

- In the Gulf war, it was an FBIS translation of what President Bush called "the fine print" of an Iraqi withdrawal statement that convinced the President that the Baghdad government had not changed its position. President Bush pressed ahead with the offensive that freed Kuwait.

- And finally, it was FBIS reporting earlier this month that was critical for the resolution of the EP-3 incident, providing insight into the language that constituted China's actual minimum demand.

(U//~~FOUO~~) As these stories suggest, FBIS is used to playing a part in history—recording it and helping to inform the response of policymakers and decision-makers charged to protect the interests of the United States.

(U//~~FOUO~~) FBIS has sustained this record of high achievement as routine practice for 60 years. And it has done so with a commitment to get the job done, to go the extra mile—or the extra thousand miles—to find the information, the text, the video, the map,

(U//~~FOUO~~) Director BBCM Andrew Hills, FBIS Director Regina Genton, DCI George Tenet, DDCI John McLaughlin and Deputy Director BBCM Mike Elliott shared thoughts on the FBIS-BBCM partnership.

the publication that its customers need.

~~(U//FOUO)~~ DDCI John McLaughlin and House Permanent Select Committee on Intelligence Chairman Porter Goss confer at the April 25 dinner celebrating the FBIS/BBCM partnership.

~~(U//FOUO)~~ This record has not come without risk. At times, FBIS personnel have fallen into harm's way. Across the globe, in troubled spots like Cyprus, Nigeria, Saigon, Panama, Tel Aviv, Ivory Coast, and the Balkans, the well-being and the lives of FBIS officers have been in jeopardy. In each and every case, however, FBIS has stood its watch, held to its coverage, and fulfilled its mission.

~~(U//FOUO)~~ So it is fitting that we gather here this morning to honor a proud history and a distinguished record. The men and women from FBIS who sit among us in this audience—along with the many who could not be with us today as they stand their posts across the globe—represent a long line of dedicated individuals who have served through 60 years of peace and war.

~~(U//FOUO)~~ These individuals, who include US staff employees, foreign bureau nationals, and independent contractors spread throughout the continents, have been unwavering in their commitment to excellence and duty. In honor of them, we owe FBIS a debt of thanks, and we will recognize their service in a few minutes with the award of a Meritorious Unit Citation.

~~(U//FOUO)~~ But it is also important to recognize that the men and women who call FBIS home today represent the future as well as the past. You are the ones who will carry FBIS into its next 60 years.

~~(U//FOUO)~~ Now when I think about that future, I have a pretty clear idea of the direction it should take. And my view is based on some hard realities.

~~(U//FOUO)~~ One is that Allen Dulles pretty much got it right when he told the Congress in 1947 that over 80 percent of peacetime intelligence could be collected overtly. I don't think that has changed much and I don't think it will. The annual surveys of intelligence sources that we painstakingly compile underscore this view. Open source information consistently ranks near the top in terms of impact and utility.

~~(U//FOUO)~~ A second reality is that open source data is now indispensable to the production of authoritative analysis. You don't have to take my word for it. You can ask John Gannon, the Chairman of the National Intelligence Council and the Community's chief analyst. He has made this point publicly and emphatically.

~~(U//FOUO)~~ John's point has also been made from a different perspective by Charlie Allen, the Assistant DCI for Collection. Charlie has stressed the importance of open source collection as an essential building block for analysis and as a critical element in the Community's surge activities.

~~(U//FOUO)~~ A third reality is that open-source intelligence today is more important than ever. Since the end of the Cold War, intelligence targets have become more diverse in complexity and more dispersed in geography. Closed societies have opened up, and reliable information is now far more widely available.

~~(U//FOUO)~~ Traditional security concerns are becoming more accessible to open source activities. Borders are becoming less important. And those governments who seek to control

information within their societies are finding it more and more difficult to do so—and their number is shrinking.

(U//~~FOUO~~) We also live in a world where policymakers' interests have broadened beyond traditional security concerns. Issues tied to economic security, societal change, the environment, and humanitarian crises increasingly claim the attention of our leaders. Much of the support we must provide on such concerns can be found in publicly available information.

(U//~~FOUO~~) It is also clear that as communications technologies proliferate and reach deeper into developed and developing nations, the globe is indeed growing smaller. Communications channels are converging—we see cell phones today with data exchange capabilities. The so-called global grid is expanding, and information is literally everywhere.

(U//~~FOUO~~) This stunning explosion of technology has created a volume of publicly available information that is staggering to contemplate—but that offers rich sources of insight and opportunity to those bold enough to pursue them.

(U//~~FOUO~~) A fourth reality—and one that is significant to those of us who must balance the books—is that open source intelligence is one of the great bargains available. As the annual surveys I cited suggest, any cost/benefit analysis will drive home the point that we extract high value from open sources at relatively little cost.

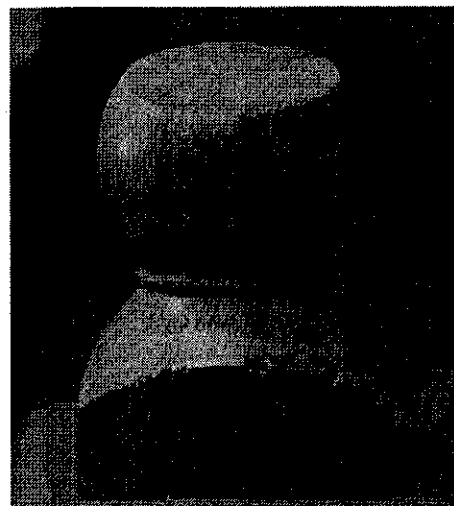
(U//~~FOUO~~) Now I don't mean to imply by this point that we can afford to underinvest in open source activities. What I mean is that the returns we get amply reward our investments—and that we will have to look hard at our investment profile as we plan for the future to be sure we can continue to reap these gains.

(U//~~FOUO~~) I don't want to belabor these realities—and there are more points that I could make—but I do want to emphasize two key conclusions.

(U//~~FOUO~~) The first is that open source intelligence is not a "nice-to-have," supplementary product. To the contrary, open source is central to a comprehensive national intelligence effort.

(U//~~FOUO~~) This is true for analysis and it is true for operations as well. I find it hard to envision any good analyst working through an intelligence problem who does not look first to open sources as a foundation for analytical thought. And I find it hard to picture any successful operations officer or technical collection officer who does not look to what we have learned from open sources as a foundation for the detailed planning that determines success.

(U//~~FOUO~~) The second key point is that the prospects for extracting intelligence from open sources are unprecedented. The richness and variety of sources, along with a newly unguarded access to previously obscured information, are creating opportunities to



increase our ability to carry out our mission.

(U//~~FOUO~~) We must seize these opportunities. There is no question that open source intelligence must have an important seat at the table as we look to the future.

*(U//~~FOUO~~) This section of oak rafters from the Chapel of Saint Peter and the Apostles, Salisbury Cathedral, was a gift to FBIS from BBCM on the occasion of the 60th anniversary of the FBIS/BBCM partnership.*

(U//~~FOUO~~) But to achieve the success that this future offers us will not be easy. The volume and the complexity of information alone will pose extraordinary challenges. Those challenges will be heightened by the rising tide of languages we encounter as we surf the Web—as English recedes as the common tongue of the Internet. And as with any significant capability, we will have to make hard decisions on investments and priorities or the capability we build will be hollow.

(U//~~FOUO~~) We also have to recognize the crucial role that open source officers will play in our plans. Anyone who may have thought in the past that machines and tools could replace FBIS cannot think so any more. Machines and tools will be necessary, but they must be seen as filling a role in the service of FBIS and not as a replacement.

(U//~~FOUO~~) Similarly, we cannot think that giving our all-source analysts Internet access at the desktop—as important as that requirement is—can be equated with providing them open source intelligence.

(U//~~FOUO~~) As we deal with these challenges, I will look to FBIS to play a leadership role in the effort to define and carry out a strategy for the future. This is crucial work, especially given the stakes for the entire Community. FBIS today is truly a Community-wide resource. Its reporting benefits every intelligence discipline and informs analysis at every level and in every agency. Its success tomorrow will be measured in part by how it deepens and extends this relationship.

(U//~~FOUO~~) There are many questions to answer and new approaches to define as we look to that future.

(U//~~FOUO~~) We will have to define more clearly what open source means to us and how best to serve our customers. We will have to define the relationships that link open source producers with all-source analysts and decisionmakers. And we will have to define the areas of open source intelligence that we are best suited to pursue—the information that no one else will collect.

(U//~~FOUO~~) Most important, we will have to determine just how and where we can add the greatest value to the sea of information before us—going beyond the facts, adding context and the insight that truly make a difference. With so much information available on so many events, this will be no easy task.

(U//~~FOUO~~) We will also have to emphasize partnerships. This work is too much for any single organization to carry out alone. And the most important partnership we have is with the BBC Monitoring Service. I am pleased that the Director, Andrew Hills, and Deputy Director, Michael Elliott, of the BBCM are among our guests today. If I could make one prediction, it would be that the FBIS-BBCM relationship, now 60 years old, will only grow and strengthen over the next 60 years.

(U//~~FOUO~~) Ultimately, success will depend on strong leadership and commitment—by FBIS's leaders and by CIA's senior managers. On that point, I am greatly encouraged that Gina Genton recently agreed to serve as the Director of FBIS. I could not have found an officer whom I trust more. Nor could I have found an officer in whom I have more confidence that the job we need to do will be done. We could not be better positioned to realize the promise for the future that I have outlined.

(U//~~FOUO~~) I want to close with just a simple message that I hope you will all take away. That message is this:

(U//~~FOUO~~) FBIS has provided extraordinary service to the United States and its partners for 60 years. Whether in support of the President and the Cabinet, the all-source analyst, or the military leader or warfighter in the field, FBIS's reach into the world's open sources is more essential now than ever.

(U//~~FOUO~~) Again, thanks to each of you for being here, and I expect all of you to press on with the work ahead. Thank you, and now it is my honor to present a Meritorious Unit Citation to the Foreign Broadcast Information Service.

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#### **Directors of the Foreign Broadcast Information Service**

**Regina Genton 2001 –**  
**J. Niles Riddel 1996 – 2000**  
**Wayne R. Schreiner 1991 – 1995**  
**Robert W. Manners 1986 – 1991**  
**Harrison S. Markham, Jr. 1986**  
**John Dean Chandlee 1983 – 1986**  
**John Faria Pereira 1980 – 1983**  
**Don H. Peterson 1973 – 1980**  
**E. Henry Knoche 1972 – 1973**  
**Paul A. Borel 1969 – 1972**  
**Roger G. Seely 1956 – 1968**  
**Alan M. Warfield 1950 – 1956**  
**Lawrence K. White 1947 – 1950**  
**Russell M. Shepherd 1945 – 1947**  
**Charles S. Hyneman 1944 – 1945**  
**Robert D. Leigh 1942 – 1944**  
**Lloyd A. Free 1941 – 1942**

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**Remarks by the Director of BBCM, Andrew Hills, during the FBIS/BBCM  
Partnership Dinner on April 25**



I would like to thank Joanne Isham and John McLaughlin for their warm words of welcome. I am honored to be present with Mike Elliott, representing BBC Monitoring on this happy occasion, and I appreciate the opportunity to say a few words.

This retrospection and anticipation provides the theme for my remarks, as I would like to look back and look forward. FBIS has played an outstanding role in helping to meet US/UK needs of great national importance. You have a tremendous record of sustained achievement, not the least part of which has been, and remains, sustaining our partnership. From the start it has been a close relationship containing a high degree of mutual trust and reliance. Incidentally, it is interesting to speculate on what could have materialized on a wider basis. In 1942 there were discussions on the possibility of more of the allied nations—US, UK, Dutch, Australians and Chinese—becoming partners, but there were no lasting results, and consequently the US/UK partnership has been a dominant theme for these 60 years.

*BBM Director Andrew Hills presents FBIS Director Regina Genton with a 60th anniversary gift at the celebratory dinner hosted by DDCI John McLaughlin.*

This is a partnership of great achievements—at time of war it provided heroic quantities of important information—in the Second World War, the Falklands, the Gulf war, and more recently the conflict in former Yugoslavia, for which we received joint recognition from NATO.

Much of the life of this partnership was dominated by the Cold War. The partnership provided often critical material on the key events—Hungary 1956, Cuba 1962, the Czech crisis in 1968, and the break-up of the Soviet system in the late 80's and early 90's. Throughout this time, our work has been concerned not just with "events" but with helping to track and analyze all the different nuances by detailed, scrupulous and accurate representation of the words as spoken.

This general monitoring and reporting has emerged as ever more critical in recent times. Even in 1991—at a similar occasion marking 50 years of FBIS achievement—my predecessor commented on the effects of the information explosion. And this was before much of the major deregulation and mushrooming of broadcast media and the ascension of the Internet. Against that background the partnership has played a vital role in helping its customers navigate the complexities of the real world—for example, the twists and turns of Middle Eastern events; Indonesia; and the unpredictable tide of events in Africa. The breadth of the coverage we have been able to achieve together in itself provides assurance. At times, we are monitoring to provide confidence that nothing critical is going on, even if the value of that is less easy to demonstrate than the flash that goes straight to top

*FBIS Directors in attendance at the Meritorious Unit Citation award ceremony included (from left to right): John Chandlee, Bob Schreiner, Don Peterson, Regina Genton, John Pereira, and Paul Borel.*

offices and makes the news.

Throughout this time, our partnership has helped to build and reinforce the wider partnership between our two nations—and saved both of us a huge amount of money. I am sure these features will help sustain the partnership for the future. But the key to that is grounded on continuing to develop the value of what we offer.

High-level expressions reflecting confidence in the future are encouraging. To my mind, we have a great opportunity stemming from the worldwide nature of the forces shaping our future, and information management must play a vital part in determining how we achieve success in this global environment.

The abundance of information is a tremendous challenge, and we have a good record in meeting that challenge. Increasingly this involves creating the context for a fruitful combination of technology and people; people who have special skills, know their business, and know their customers. In that light, it has been heartening to note the growing collaboration between the partners, as mentioned by Joanne, on technological matters. I am sure we will see the advantages in further development of this sort of collaboration, especially in the area of source exploration and analysis, and in providing access to the full range of material to our customers.

The prerequisite for our service together in this new century is information management. This is vital. Our customers should rely on us to supply the information they need, and they need to feel confident that we will provide it reliably, and in a timely manner. A continuing dialogue with those who use our material will prepare us to respond to their changing needs. There will be times when this will, undoubtedly, fit uncomfortably with limits on resources, which only points up the need to ensure that the partnership continues to help both our organizations deliver much more than either could alone.

I am confident that the basic demand for what we offer will not diminish. Information is the essence of success—and, understanding **how** information is being handled by others is now being recognized as being as important as the adept management of our own information, or even knowing about events themselves. Open source intelligence is, and will remain, critical in this. FBIS, with BBCM as its close partner, will, I am certain, meet the challenges that this presents in the future as well as it has met the manifold tasks of the last 60 years. Thank you.

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